

## sidewall.

1. A base for use during the play of baseball or softball, comprising:  
a bottom;  
a top face;  
a side wall attached to said bottom and said top face, and  
an identification label attached to either said top face or said  
sidewall.
2. The base of claim 1, wherein said identification label comprises  
indicia.
3. The base of claim 2, wherein said indicia comprises a team logo.
4. The base of claim 2, wherein said indicia comprises a league  
logo.
5. The base of claim 2, wherein said identification label comprises:  
a photopolymer coating applied over a printed image of indicia.
6. The base of claim 2, wherein said identification label comprises a  
release paper with a screen print image of said indicia that is heat transferred to either  
said top face or said side wall.
7. The base of claim 1, wherein said top face comprises a cutout  
into which said identification label is inserted.
8. The base of claim 1, wherein said sidewall comprises a cutout  
into which said identification label is inserted.
9. The base of claim 8, wherein said identification label comprises  
indicia.

10. The base of claim 9, wherein said indicia comprises a team logo.
11. The base of claim 9, wherein said indicia comprises a league logo.
12. The base of claim 9, wherein said identification label comprises: a photopolymer coating applied over a printed image of indicia.
13. The base of claim 1, further comprising:  
a second sidewall attached to said sidewall, said bottom and said top face;  
a third side wall attached to said second side wall, said bottom and said top face; and  
a fourth sidewall attached to said sidewall, said third sidewall, said bottom and said top face.
14. The base of claim 13, wherein said side wall, said second side wall, said third side wall and said fourth side wall define a square-like shape.
15. The base of claim 1, further comprising a post attached to said bottom.
16. The base of claim 15, further comprising a plate attached to said post; and  
wherein said bottom comprises a lip that defines an opening into which a portion of said plate is inserted.
17. The base of claim 1, wherein said base is made of a resiliently deformable material.
18. The base of claim 17, wherein said resiliently deformable material is rubber.

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19. A method of retrofitting an existing base for use during the play of baseball or softball, comprising:
  - providing an existing base with a top face and a side wall attached to the top face; and
  - attaching an identification label to either said top face or said sidewall.
20. The method of claim 19, wherein said identification label comprises indicia.
21. The method of claim 20, wherein said indicia comprises a team logo.
22. The method of claim 20, wherein said indicia comprises a league logo.
23. The method of claim 19, wherein said attaching comprises:
  - forming a cutout into said top face; and
  - placing said identification label into said cutout.
24. The method of claim 19, wherein said attaching comprises:
  - forming a cutout into said side wall; and
  - placing said identification label into said cutout.
25. The method of claim 24, wherein said identification label comprises indicia.
26. The method of claim 25, wherein said indicia comprises a team logo.

28. The method of claim 25, wherein said indicia comprises a league logo.

29. The method of claim 19, wherein said attaching comprises:  
placing a release paper with a screen print image of indicia on  
said top face or said side wall; and  
heat transferring said release paper onto said top face or said side  
wall.

30. The method of claim 29, wherein said heat transferring comprises  
heating said release paper to a temperature of approximately 325°F for approximately 3  
minutes.

31. The method of claim 29, wherein said indicia comprises the name  
of an event.

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